

ISSUES IN DERMATOLOGIC SURGERY		FRIDAY, MAY 20, 2005	
TIME	FRIDAY, MAY 20, 2005	TIME	FRIDAY, MAY 20, 2005
7:00 - 8:00	Registration and Breakfast at Fairchild Auditorium	7:00 - 8:00	Registration and Breakfast at Fairchild Auditorium
	Issues in Dermatologic Surgery		Nursing Forum at Clark Center Auditorium
8:00 - 8:05	Introduction	8:00 - 8:05	Introduction
8:05 - 8:15	Topical Immunomodulators-New Trends	8:05 - 8:15	What I do as a cosmetic consultant
8:15 - 8:25	Facial Nerve Danger Zones	8:15 - 8:25	
8:25 - 8:35	Melanoma Update 2005	8:25 - 8:35	How I promote my doctor to his/her patients
8:35 - 8:45	An update on photodynamic therapy for sun damage	8:35 - 8:45	
8:45 - 8:55	Mastering the Transposition Flap	8:45 - 8:55	What I do as a skin care consultant
8:55 - 9:05	Cartilage Grafting Video Presentation	8:55 - 9:05	
9:05 - 9:15	My Top Five Pearls for Facial Reconstruction	9:05 - 9:15	How I design a skin care regimen
9:15 - 9:25	Two-staged flaps for nasal reconstruction	9:15 - 9:25	
9:25 - 9:35	One approach to the repair of large facial defects	9:25 - 9:35	When to suggest chemical peels or microdermabrasion
9:35 - 9:45	Panel Discussion	9:35 - 9:45	
9:45 - 10:00	Panel Discussion	9:45 - 10:05	Botox: What You Need to Know
10:00 - 10:30	BREAK/EXHIBITS	10:05 - 10:15	
10:30 - 10:45	Introduction to the Cosmetic Patient	10:15 - 10:25	Local anesthesia for laser treatments
10:45 - 10:55	How to achieve the BOTOX® browlift	10:35 - 11:00	BREAK/EXHIBITS
10:55 - 11:05	Newer facial applications for BOTOX®		
11:05 - 11:15	Update on BOTOX® for hyperhidrosis	11:00 - 11:15	Making sense of all those new fillers
11:15 - 11:25	Dysport: An update on a BOTOX® alternative	11:15 - 11:25	
11:25 - 11:35	My Filler Preferences and Pearls	11:25 - 11:35	Laser hair removal--what you need to know
11:35 - 11:45	My Filler Preferences and Pearls	11:35 - 11:45	Making sense of all those different lasers
11:45 - 11:55	My Technique and Preferences for Lip Augmentation	11:45 - 11:55	What can go wrong with laser treatments and what to do
11:55 - 12:05	Pearls for Augmentation of Nasolabial Folds with Fillers	11:55 - 12:05	Laser and Pulsed Light Safety and Complications
12:05 - 12:15	Sculptra for Facial Volume Correction: A New Trend	12:05 - 12:15	How I manage the disappointed laser patient
12:15 - 12:25	Panel Discussion	12:15 - 12:25	Question and Answer Panel
12:25 - 12:35	Panel Discussion	12:25 - 12:35	Question and Answer Panel
12:35 - 12:45	Panel Discussion	12:35 - 12:45	Question and Answer Panel
12:45 - 1:45	LUNCH/ Exhibits	12:45 - 1:45	LUNCH
	SOFT TISSUE FILLERS AND LASERS		
1:45 - 1:55	New lasers on the horizon	1:45 - 3:30	Set-up for lasers and fillers and patient prep
1:55 - 2:05	Plasma Laser Technology		STANFORD DERM AND PLASTIC SURG CLINICS
2:05 - 2:15	New Laser Techniques at UCSF		
2:15 - 2:25	Fraxel for Skin Rejuvenation		
2:25 - 2:35	Why I Still Use Ablative Laser Resurfacing		
2:35 - 2:45	The Titan Device for Skin Rejuvenation		
2:45 - 2:55	Photopneumatic Therapy		
2:55 - 3:05	Making A Smart Laser Investment: My Experience		
3:05 - 3:25	BREAK/EXHIBITS		
3:30 - 6:00+	DEMONSTRATIONS and DISCUSSION PANELS	3:30 - 6:00+	Assist in patient flow, bandaging, and patient wound care instruction with nursing and cosmetic
	Botox, Fillers, Laser, IPL, Titan		
6:30 - 8:30+	Networking Reception	6:00 - 8:00+	Networking Reception

TIME	SATURDAY, MAY 21, 2004	TIME	SATURDAY, MAY 21, 2005
7:00 - 8:00	Registration and Breakfast at Fairchild Auditorium	7:00 - 8:00	Registration and Breakfast at Fairchild Auditorium
	Cosmetic Surgical Techniques		Nursing Forum at Clark Center Auditorium
8:00 - 8:05	Introduction and Announcements	8:00 - 8:05	Introduction
8:05 - 8:20	Conscious sedation for advanced cosmetic procedures	8:05 - 8:15	The advanced cosmetic consultation
8:15 - 8:25	EVLT for varicose veins	8:15 - 8:25	
8:25 - 8:35	ABCS of Upper Blepharoplasty	8:25 - 8:35	Patient history that you should never forget to ask
8:35 - 8:45	A Brief Overview of Lower Blepharoplasty	8:35 - 8:45	
8:45 - 8:55	The approach to lower lid aesthetic surgery: Considerations and Options	8:45 - 8:55	Pricing strategies for multiple procedures
8:55 - 9:05	Introduction to Endoscopic browlift	8:55 - 9:05	
9:05 - 9:15	Endotines: A New Fixation Technique for the Brow	9:05 - 9:15	The Essentials of The Pre-operative Appointment
9:15 - 9:25	PANEL DISCUSSION	9:15 - 9:25	
9:25 - 9:45	PANEL DISCUSSION	9:25 - 9:35	How a Cos. Consultant Manages the Unhappy Patient
9:45 - 10:15	BREAK/EXHIBITS	9:35 - 9:45	
		9:45 - 10:05	How the Nurse Manages the Unhappy Patient
10:15 - 10:30	Minimally Invasive Neck Rejuvenation from A to Z		
10:30- 10:40	Chin augmentation and its importance to facial rejuvenation	10:05 - 10:35	BREAK/EXHIBITS
10:40 - 10:50	The Facial Lipo-Lift: A local anesthesia facelift		
10:50 - 11:00	The Anchor Suture for standard & "no skin excision" suspension face lifts	10:35 - 10:55	What you need to know about liposuction
11:00 - 11:10	My Approach to Mid-Face Rejuvenation		
11:10 - 11:20	My Local Anesthesia Neck Lift Technique	10:55 - 11:15	Understanding face and neck rejuvenation procedures
11:25 - 11:35	Tumescent Liposuction of the Trunk & Lower Extremities		
11:35 - 11:45	When to choose abdominoplasty over liposuction alone	11:15 - -11:30	Understanding blepharoplasty
11:45 - 11:55	Breast Reduction with Liposuction--My Experience		
11:55 - 12:05	Question/Answers for Faculty		
12:05 - 12:15	Question/Answers for Faculty	11:30 - 12:15	LUNCH
12:25 - 1:45	LUNCH and EXHIBITS		
	1:15 Katie Rodan: "P-Squared: The intersection of product development and publicity"		
1:45 - 6:00	Live Surgeries and Procedures Stanford Dermatology and Plastic Surgery Clinics	1:45 - 6:00	OBSERVE LIVE SURGERIES
		6:00 - 8:00	Post-Op Recovery Refreshments
6:00 - 8:00	Post-Op Recovery Refreshments		
8:00	Faculty Dinner		

TIME

SUNDAY, MAY 22, 2004

**Marketing and Practice Management
Fairchild Auditorium
Breakfast served throughout session**

COSMETIC BUSINESS TOPICS

- 8:30 - 8:45 How I Started My Cosmetic Practice From Scratch
- 8:45 - 9:00 How I Transitioned Into Cosmetic Surgery
- 9:00 - 9:15 My First Year Marketing Strategy
- 9:15 - 9:30 How to Deal with Unmet Patient Expectations
- 9:30 - 9:45 Critical Staff Necessary for a Cosmetic Practice
- 9:45 - 10:00 Using Educational Events for Patient Marketing
- 10:00 - 10:20 Panel Discussion

10:20 - 10:30 **BREAK**

- 10:30 - 11:00 10 Ways To Reduce Your Risk of a Malpractice Lawsuit
- 11:00 - 11:30 The Hidden Cost of Letting Your Staff Go
- 11:30 - 12:00 Why You Need to Renegotiate Your Insurance Contracts
- 12:00 - 12:20 What to do with that entrepreneurial idea
- 12:20 - 12:35 Money management for physicians
- 12:35 - 1:00 Panel Discussion

	FRIDAY	20-May-05	3:30-6:00PM			
	PS	PS	PS	PS	PS	PS
	BOTOX	SCULPTRA	RESTYLANE	RADIESSE	CAPTIQUE	POTPOURRI
PRIMARY	Harris	Moy	Newman	Noodleman	Gladstone	Eremia
BACK-UP	Langdon Levin	Morganroth Gladstone	Morganroth Schaffner	Gladstone Schaffner	Tse Langdon	Gladstone Harris
	Fellows to	prep patients Makkar Jen Banthia				

DERM	DERM	DERM	DERM	DERM	DERM	DERM	DERM
FRAXEL	PLASMA	TITAN	IPL	Excimer	SILKPEEL	STARLUX	HARMONY
Menkes	E. Fincher	H. Fincher	Munivalli	Judy E.	Michelle H.	Narurkar	Gladstone
Makkar			Narurkar	Gladstone		Jaime	SUMC residents

SATURDAY

21-May-05

1:45 - 6:00PM

	DERM 2	DERM 3	DERM 4	DERM 8	PLASTIC 1
145	neck lipo + chin-- GSM	Nasal reconstr.--	Endoscopic Brow & Midface Lift--	Neck rejuvenation-- HBG	
200		Faculty	Sykes/Newman	(submento, lipo, lift)	
215					
230					Upper lid blepharoplasty--Levin
245					
300	Facial Lipo-Lift-- GSM	EVL & Ambulatory Phlebectomy			
315	Extended version	<i>Munavalli</i> /Gladstone			
330					
345				<i>Tumescent Lipo-- Langdon</i>	Transconjunctival bleph--Seiff
400					
415					
430			Direct Browlift--- Newman		
445					
500		fat transfer---HBG			Anchor Suture Lift-- Eremia
515	TCA peel--Harris				
530	And Noodleman				
545					
600					